

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) In a video receiver that is coupled to a display device, the video receiver configured to locally receive a stream that includes a plurality of video segments, a method of locally processing remotely issued instructions contained in the stream so that the video receiver can be used for targeting the plurality of video segments based on local information accessible to the video receiver and based on the remotely issued instructions, the method comprising the following:

locally monitoring state and user behavior characteristics associated with the video receiver, including characteristics identifying that a user of the video receiver is not already subscribed to receive a particular channel which video segments have been displayed within a preceding period of time;

locally storing the characteristics at the video receiver;

~~locally receiving primary content at the video receiver;~~

locally receiving, at the video receiver, a plurality of video segments from the stream;

locally receiving, at the video receiver, remotely issued executable instructions from the stream, the remotely issued executable instructions configured to cause the video receiver to select a particular video segment from among the plurality of video segments based on the locally stored characteristics when the remotely issued executable instructions are locally processed by a processor at the video receiver;

locally processing the remotely issued executable instructions using the locally stored characteristics to cause the video receiver to select the particular video segment, and such that selection of the particular video segment is based on a determination that that the user of the video receiver is not already subscribed to receive the particular channel; and the particular video segment has not already been displayed within the preceding period of time;

~~causing the primary content to be displayed on the display device in a first window on the display device; and~~

causing the selected particular video segment to be displayed in a second window on the display device and simultaneously with the primary content.

2. (Previously Presented) A method in accordance with Claim 1, wherein:
processing the executable instructions to cause the video receiver to select the video segment comprises processing the executable instructions to cause the video receiver to select a video advertisement.
3. (Previously Presented) A method in accordance with Claim 1, further comprising:
causing the primary content to be displayed on the display device in accordance with a selection made by a viewer of the primary content.
4. (Previously Presented) A method in accordance with Claim 1, further comprising:
displaying material outside of the second window.
5. (Previously Presented) A method in accordance with Claim 4, wherein:
displaying material outside of the window comprises displaying television programming outside of the second window.
6. (Previously Presented) A method in accordance with Claim 4, wherein:
displaying material outside of the window comprises displaying network resources outside of the second window.
7. (Previously Presented) A method in accordance with Claim 4, wherein:
displaying material outside of the window comprises displaying Web content outside of the second window.
8. (Original) A method in accordance with Claim 1, further comprising:
causing a still picture to be displayed on the display device when the video segment is not being displayed on the display device.

9. (Original) A method in accordance with Claim 8, further comprising:
receiving the still picture from the stream.

10. (Original) A method in accordance with Claim 8, wherein:
causing a still picture to be displayed on the display device in the window when
the video segment is not being displayed on the display device comprises causing a
banner advertisement to be displayed on the display device in the window when the video
segment is not being displayed on the display device.

11. (Original) A method in accordance with Claim 8, wherein the executable
instructions are first executable instructions, the method further comprising:

receiving second executable instructions from the video stream, the second
executable instructions configured to cause the video receiver to select the still picture
from among a plurality of still pictures based on the locally stored characteristics when
the second executable instructions are processed by a processor; and
processing the second executable instructions to cause the video receiver to select
the still picture.

12. (Original) A method in accordance with Claim 1, further comprising:
caching the plurality of video segments as they are received.

13. (Original) A method in accordance with Claim 12, further comprising:
releasing the cache memory associate with a particular video segment if the video receiver
determines that the particular video segment is not to be displayed.

14. (Previously Presented) A method in accordance with Claim 1, wherein causing
the video segment to be displayed on the display device comprises:

causing the video segment to be displayed as the video segment is being received
from the video receiver, wherein the executable instructions contain a trigger that

coordinates a start of display of the video segment with a time that the video segment is received by the video receiver.

15. (Original) A method in accordance with Claim 1, wherein receiving a plurality of video segment from the video stream comprises:

receiving the plurality of video segments from a plurality of video streams; and switching display between the plurality of video streams based on the executable instructions.

16. (Original) A method in accordance with Claim 1, wherein the video stream is a unidirectional video stream.

17. (Original) A method in accordance with Claim 1, wherein the locally stored characteristics includes channel subscription information.

18. (Original) A method in accordance with Claim 1, wherein the locally stored characteristics include historical information about channels tuned to.

19. (Original) A method in accordance with Claim 1, wherein the locally stored information includes historical information about pay per view purchases.

20. (Original) A method in accordance with Claim 19, wherein the historical information about pay per view purchases includes the identification of the last pay per view purchase.

21. (Original) A method in accordance with Claim 1, wherein the locally stored information includes historical information about advertisements displayed.

22. (Original) A method in accordance with Claim 21, wherein the historical information about advertisements displayed comprises an identifier identifying at least some of the advertisements previously displayed.

23. (Original) A method in accordance with Claim 22, wherein the historical information about advertisements displayed comprises a time that the corresponding advertisement was last displayed.
24. (Original) A method in accordance with Claim 1, wherein video receiver locally stores the characteristics without revealing the characteristics outside of the video receiver.

25. (Currently Amended) A computer program product for use in a video receiver that is coupled to a display device, the video receiver configured to locally receive a video stream that includes a plurality of video segments, the computer program product comprising a computer-readable storage medium having stored thereon computer-executable instructions for implementing a method of locally processing remotely issued instructions contained in the stream so that the video receiver can be used for targeting the plurality of video segments based on local information accessible to the video receiver and based on the remotely issued instructions, wherein the method includes:

locally monitoring state and user behavior characteristics associated with the video receiver, including characteristics identifying that a user of the video receiver is not already subscribed to receive a particular channel which video segments have been displayed within a preceding period of time;

locally storing the characteristics at the video receiver;

~~locally receiving primary content at the video receiver;~~

locally receiving, at the video receiver, a plurality of video segments from the stream;

locally receiving, at the video receiver, remotely issued executable instructions from the stream, the remotely issued executable instructions configured to cause the video receiver to select a particular video segment from among the plurality of video segments based on the locally stored characteristics when the remotely issued executable instructions are locally processed by a processor at the video receiver;

locally processing the remotely issued executable instructions using the locally stored characteristics to cause the video receiver to select the particular video segment, and such that selection of the particular video segment is based on a determination that that the user of the video receiver is not already subscribed to receive the particular channel; and the particular video segment has not already been displayed within the preceding period of time;

~~causing the primary content to be displayed on the display device in a first window on the display device; and~~

~~causing the selected particular video segment to be displayed in a second window on the display device and simultaneously with the primary content.~~

26-27. (Cancelled)

28. (Previously Presented) A method in accordance with Claim 1, further comprising:

locally receiving data associated with the plurality of video segments, the received data including a list of video segments and a schedule of particular times video segments are to be displayed.

29. (Previously Presented) The method recited in claim 1, wherein the locally stored characteristics further identify web sites that a user associated with the video receiver has navigated to and wherein the selection of the particular video segment is further based on at least a determination that the user associated with the video receiver has not previously navigated to a particular web site.

30. (Currently Amended) The method recited in claim 1, wherein the locally stored characteristics further identify channels that a user of the video receiver is subscribed to receive and wherein the selection of the particular video segment is further based on ~~at least a determination that the user of the video receiver is not already subscribed to receive a particular channel~~ a determination that one or more video segments have not been displayed within a preceding and predetermined period of time.

31. (New) The method recited in claim 29, wherein the particular web site and the particular video segment advertise a same product.

32. (New) The method recited in claim 1, wherein the selection of the particular video segment is based solely on a determination that the user of the video receiver is not already subscribed to receive the particular channel.

33. (New) The method recited in claim 30, wherein the predetermined period of time is specifically defined by predetermined hours of a preceding week.

34. (New) The method recited in claim 1, the method further comprising:
locally receiving primary content at the video receiver;
causing the primary content to be displayed on the display device in a first window on the display device; and
causing the selected particular video segment to be displayed in a second window on the display device and simultaneously with the primary content.